

An advertisement information providing system using transparent organic EL display, an advertisement information providing method using this display and a recording medium

#### Background of the invention

This invention relates to the technology for realizing advertisement information providing system using transparent organic EL display.

Conventionally there are various advertising methods.

As such inventions, JPS58-86829, JPH9-91358, JP2001-13898, JP2001-202455, JP2001-283084, JP2002-6769, JP2002-72963, JP2002-94085, JP2002-215076, JP2002-216021, JP2002-229472, JP2002-251158, JP2002-259809, JP2002-328638, JP2002-351374, JP2003-43963, JP2003-108858, JP2003-122266, JP2003-223144, JP2003-255878, JP2003-308025, JP2003-323444 are known.

#### Summary of the invention

Advertisement information was not in real time and was fixed, and there was a problem of not being suitable in a local advertisement peculiar to an area.

In this invention, in order to conquer the above-mentioned subject, it aims at offer of an advertisement information providing system using transparent organic EL display, an advertisement information providing method using this display and a recording medium.

Claim 1 is an advertisement information providing system using transparent organic EL display which is characterized in that advertisement information providing server comprises advertisement information management section for receiving transmitted advertisement information, advertisement information storage section for storing the advertisement information, communication information management section for transmitting the advertisement information to advertisement information providing unit and line control section for receiving the data wishing advertisement information provide which is the data including the conditions of wish at the time of providing advertisement information from advertisement information provider's terminal and the signal wishing advertisement information distribution from consumer's terminal and

advertisement information providing unit comprises communication section for receiving the advertisement information sent from the server, advertisement information control section for storing advertisement information data sent from communication section into advertisement information database and reading out advertisement information according to time program, transparent organic EL display and speakers for outputting the read out advertisement information through display control section and audio output section.

Claim 2 is an advertisement information providing method using transparent organic EL display and is a method that advertisement information providing server comprises the steps of receiving advertisement information transmitted through communicate network, transmitting the advertisement information to advertisement information providing unit through communicate network and distributing the advertisement information to consumer's terminal and above-mentioned advertisement information providing unit comprises the steps of receiving the advertisement information sent from above-mentioned advertisement information providing server and outputting on transparent organic EL display and speakers.

Claim 3 is a computer readable recording medium which records an advertisement information providing method program using transparent organic EL display which makes a computer perform the tasks of receiving advertisement information transmitted through communicate network and transmitting to advertisement information providing unit through communicate network and recording and outputting the advertisement information on transparent organic EL display and speakers and distributing the advertisement information to consumer's terminal.

This invention is a new advertisement method and advertisement information will become real time, it comes to be easy of a local advertisement peculiar to an area, and it contributes to development of local promotion and a specific local industry.

### Brief Description of the Drawings

Fig. 1 is a block diagram showing the composition of an advertisement information providing system.

Fig. 2 is a flow chart which shows operation of the advertisement information providing system.

Fig. 3 is a figure showing an entrance or a show window.

10 is advertisement information providing server.

11 is advertisement information providing unit.  
12 is communicate network.  
1a is line control section.  
1b is communication information management section.  
1c is position information management section.  
1d is advertisement information management section.  
1e is program designing section.  
1f is access log database.  
1g is advertisement information database.  
1h is program database.  
1i is communication section.  
1j is advertisement information control section.  
1k is display control section.  
1l is audio output section.  
1m is program database.  
1n is advertisement information database.  
1o is transparent organic EL display.  
1p is speaker.  
A is consumer's terminal.  
B is advertisement information providing terminal.  
C is information source.  
3 is the case where transparent organic EL display sticks on the door of an entrance or a show window.

### Description of the Preferred Embodiments

Hereafter, the form of implementation of this invention is explained with reference to a drawing.

Fig. 1 is a block diagram showing the composition of an advertisement information providing system. Each block except a database specifically consists of peripheral LSI containing CPU and a memory and CPU reads out the program containing the operating system recorded on the memory and performs it one by one. And each function is performed.

As shown in this figure, an advertisement information providing system is equipped

with advertisement information providing server 10 and advertisement information providing unit 11 and communicate network 12. Advertisement information providing server 10 is constituted by line control section 1a, communication information management section 1b, position information management section 1c, advertisement information management section 1d, program designing section 1e, access log database 1f, advertisement information database 1g, program database 1h. The place of advertisement information providing server 10 is not asked.

Advertisement information consists of image data and audio data.

Line control section 1a receives the data wishing advertisement information provide from advertisement information providing terminal and receives the signal wishing advertisement information distribution from consumer's terminal and distributes the advertisement information on hope. The data wishing advertisement information provide is the data including the conditions of wish at the time of providing advertisement information and this is a sex or an age group or a time zone of choice or a day of the week, etc. of the consumer for advertisement information. Moreover, the signal wishing advertisement information distribution is a signal which indicates its intention of the purport which wishes distribution of advertisement information.

Consumer's terminal is constituted by the communication terminal represented by a portable telephone, PHS, PDA, PC, etc. In addition, advertisement information provider's terminal, advertisement information providing unit 11 and consumer's terminal are the separate composition of having become independent, respectively.

Communication information management section 1b transmits advertisement information to advertising information providing unit 11.

Position information management section 1c has a function of GPS or a part of functions of PHS or a portable telephone.

Advertisement information management section 1d receives the information which includes advertisement information from information source and transmits to advertisement information database 1g and saves. Moreover, position information is acquired from position information management section 1c.

Moreover, advertisement information management section 1d memorizes the access log including a notice place from consumer's terminal to access log database 1f through line control section 1a and communication information management section 1b.

Program designing section 1e designs a time program based on the data wishing advertisement information provide received from advertisement information provider's terminal. The designed time program is transmitted from program designing section 1e to program database 1h and memorized.

Although there are various methods as information source and communicate network 12, they do not limit especially.

Advertisement information providing unit 11 is constituted by communication section 1i, advertisement information control section 1j, display control section 1k, audio output section 1l, program database 1m, advertisement information database 1n, transparent organic EL display 1o and speaker 1p. Transparent organic EL display 1o may serve as speaker 1p. Advertisement information provider's unit 11 is put on a store, vehicles, etc. Transparent organic EL display is a technology which is already known.

Advertisement information control section 1j transmits advertisement information to advertisement information database 1n and a time program to program database 1m and memorizes. Moreover, advertisement information control section 1j outputs the advertisement information according to the time program.

Next, operation of an advertisement information providing system is explained with reference to Fig. 2. Fig. 2 is a flow chart which shows operation of advertisement information providing system.

As shown in Fig. 2, the data wishing advertisement information provide transmitted from advertisement information provider's terminal through communicate network 12 is firstly received in line control section 1a of the advertisement information providing server 10 (Step 1).

Based on this, advertisement information management section 1d chooses advertisement information based on the data wishing advertisement information provide or the position information from position information management section 1c and receives. Moreover, it transmits the above-mentioned advertisement information to advertisement information database 1g and makes it memorized (Step 2).

On the other hand in program designing section 1e, the time program of the advertisement information to provide is designed based on the data wishing advertisement information provide. The designed time program is transmitted to program database 1h from program designing section 1e and is memorized.

Then, if it becomes the time when advertisement information is transmitted to advertisement information providing unit 11 from advertisement information providing server 10, advertisement information will be read out from advertisement information database 1g and transmitted to advertisement information providing unit 11 through advertisement information management section 1d, communication information management section 1b, and communicate network 12. The time program memorized by program database 1h is also transmitted with this transmission of advertisement information (Step 3).

In communication section 1i of advertisement information providing unit 11, received advertisement information is transmitted to advertisement information database 1n through advertisement information control section 1j and memorized. With this advertisement information, the transmitted time program is transmitted to program database 1m and also memorized.

In advertisement information control section 1j, according to the time program which is received, advertisement information is read out from advertisement information database 1n and transmitted to display control section 1k and audio output section 1l. In transparent organic EL display 1o and speaker 1p, the received advertisement information is outputted respectively (Step 4).

On the other hand, it is an end if the signal wishing advertisement information distribution from consumer's terminal is not received in line control section 1a. But when it is received, advertisement information management section 1d transmits the access log which is sent from a consumer to access log database 1f through line control section 1a and communication information management section 1b and makes it memorized.

In advertisement information management section 1d, if it is checked that the above-mentioned signal wishing advertisement information distribution is received in line control section 1a (Step 5),

advertisement information will be read out from advertisement information database 1g and distributed to consumer's terminal from advertisement information management section 1d through communication information management section 1b and line control section 1a (Step 6). And the received advertisement information is outputted in consumer's terminal.

And the above operation is repeated until operation of an end is performed in consumer's terminal or advertisement information providing server 10 or advertisement information providing unit 11 (Step 7).

Moreover, when used for a traffic advertisement, for example, the above-mentioned advertisement information providing unit 11 or the both of advertisement information providing server 10 and advertisement information providing unit 11 are established in an omnibus transportation vehicle and a management center (un-illustrating) is prepared.

Fig. 3 is a figure showing an entrance or a show window. 3 is the case where transparent organic EL display sticks on the door of an entrance or a show window.

Each part may be realized by the hardware of exclusive use and composed of the memory and CPU and that function may be performed by loading a program for

realizing the function of each part to a memory.

Above mentioned is one example of this invention and it is used for out of home media or traffic advertisement such as advertisement on the cars or trains. It is needless to say that this invention is not limited to the composition of this enforcement form.

## Claims

What is Claimed is:

1 is an advertisement information providing system using transparent organic EL display which is characterized in that advertisement information providing server comprises advertisement information management section for receiving transmitted advertisement information, advertisement information storage section for storing the advertisement information, communication information management section for transmitting the advertisement information to advertisement information providing unit and line control section for receiving the data wishing advertisement information provide which is the data including the conditions of wish at the time of providing advertisement information from advertisement information provider's terminal and the signal wishing advertisement information distribution from consumer's terminal and advertisement information providing unit comprises communication section for receiving the advertisement information sent from the server, advertisement information control section for storing advertisement information data sent from communication section into advertisement information database and reading out advertisement information according to time program, transparent organic EL display and speakers for outputting the read out advertisement information through display control section and audio output section.

2 is an advertisement information providing method using transparent organic EL display and is a method that advertisement information providing server comprises the steps of receiving advertisement information transmitted through communicate network, transmitting the advertisement information to advertisement information providing unit through communicate network and distributing the advertisement information to consumer's terminal and above-mentioned advertisement information providing unit comprises the steps of receiving the advertisement information sent from above-mentioned advertisement information providing server and outputting on transparent organic EL display and speakers.

3 is a computer readable recording medium which records an advertisement information providing method program using transparent organic EL display which makes a computer perform the tasks of receiving advertisement information transmitted through communicate network and transmitting to advertisement information providing unit through communicate network and recording and outputting the advertisement information on transparent organic EL display and speakers and distributing the advertisement information to consumer's terminal.



## Abstract

When a consumer is conventionally provided with advertisement information, there are various methods. This invention gives an advertisement information providing method using transparent organic EL display.

And this is an advertisement information providing method using transparent organic EL display and is a method that advertisement information providing server comprises the steps of receiving advertisement information transmitted through communicate network, transmitting the advertisement information to advertisement information providing unit through communicate network and distributing the advertisement information to consumer's terminal and above-mentioned advertisement information providing unit comprises the steps of receiving the advertisement information sent from above-mentioned advertisement information providing server and outputting on transparent organic EL display and speakers.

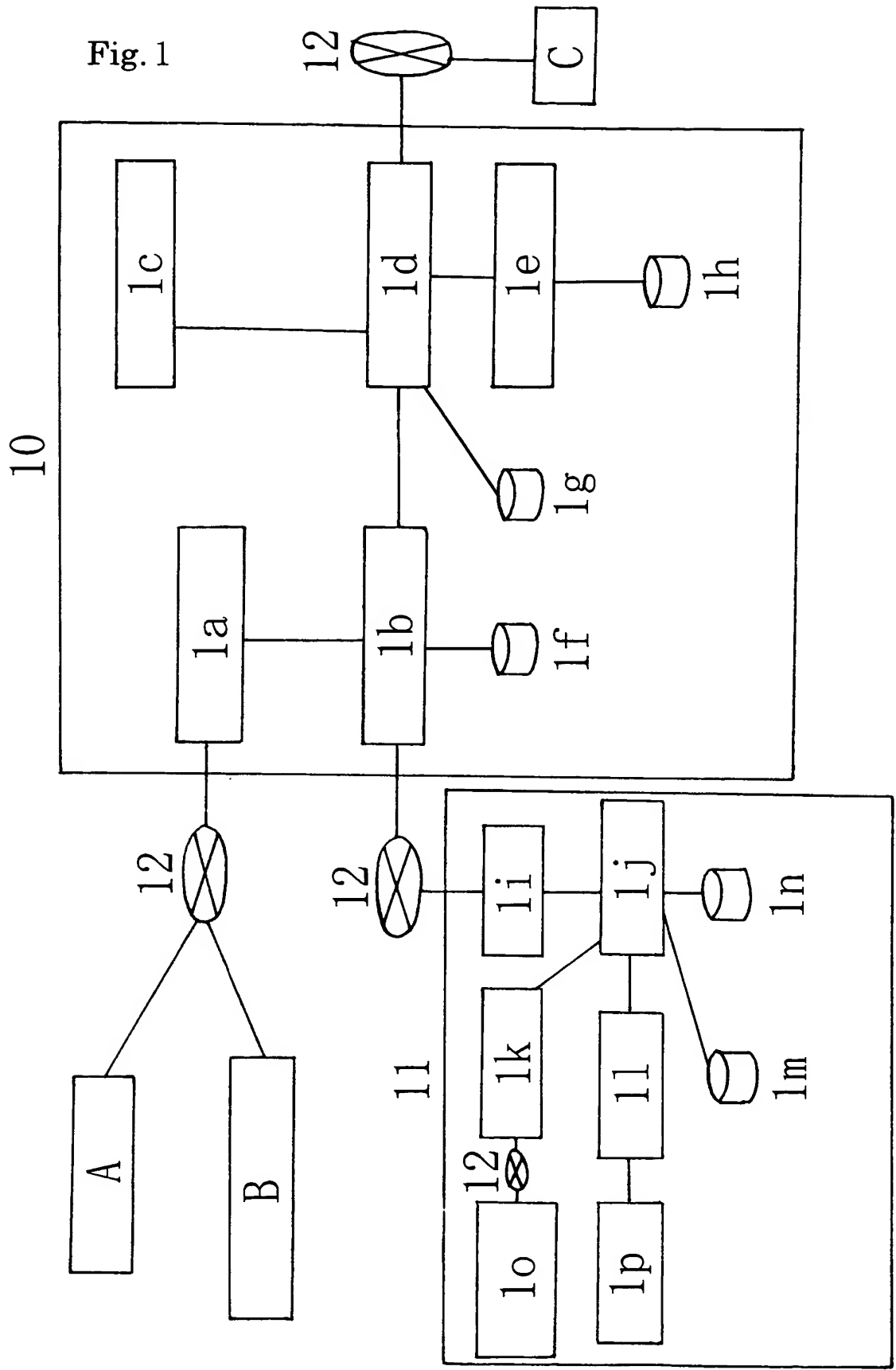


Fig. 1

Fig. 2

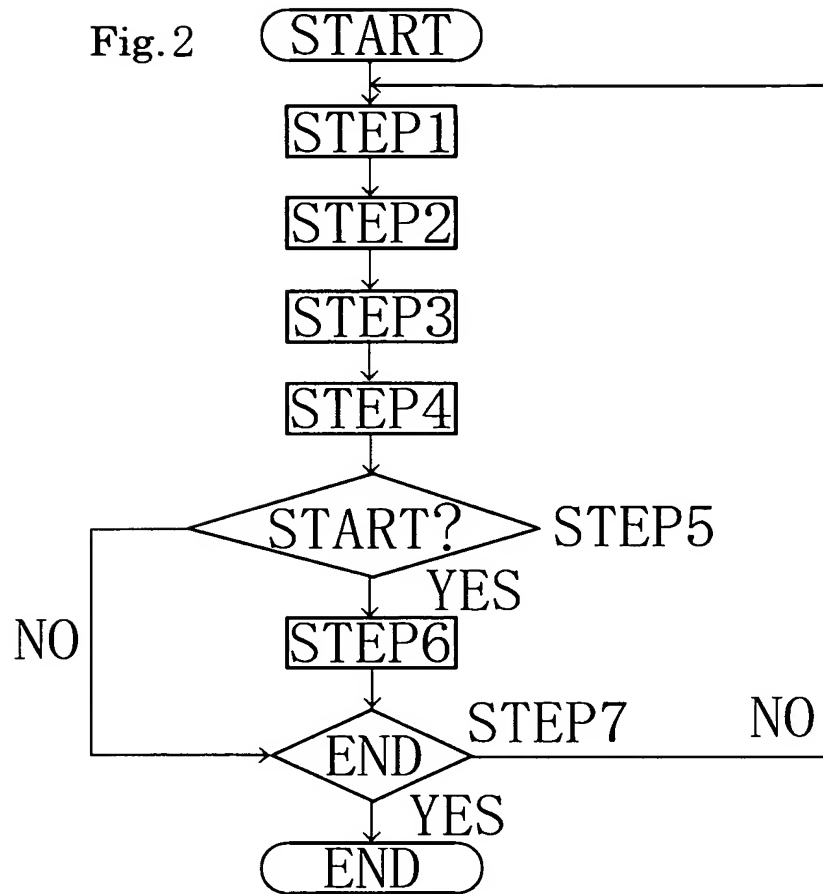


Fig. 3

